

## **Part 8: Market Management Records**

Good record keeping gives the market manager, the sponsor, the steering committee, and growers an idea of where the market has been, where it is, and an indicator of where it is going with respect to the goals.

### **A. Records should include, but not be limited to:**

1. Copy of the market rules and regulations
2. Copy of city/county/private permission to use site for market
3. Copy of lease or purchase of land site
4. Copy of certificate of insurance
5. Copy of market layout, design, stalls, etc.
6. Minutes of Farmers' Market Committee meetings
7. All correspondence
8. Copies of newspaper ads, flyers, publicity, etc.
9. Resources/contact lists. Use for a quick reference to obtain information on all subjects of interest to the farmers' market, such as advertising, health and sanitary regulations, insurance, etc.
10. Vendor registration forms
  - a. Individual grower/artisan information
    - i. Name
    - ii. Address
    - iii. Phone number
    - iv. Stall information
      - a) Stall assignment
      - b) Payment structure (season or daily)
      - c) Payment record – serves as a receipt
      - d) Attendance record – tracks participation
    - v. Product information: type(s) of product/produce sold, point-of-origin statement, herbicide/organics statement, etc.
    - vi. Insurance verification
    - vii. Agreement of compliance (market agreement). This statement says the grower or seller is aware of the market's rules and regulations and agrees to abide by them.
    - viii. Sales tax permit (if applicable)
  - b. Mailing lists of participating growers/vendors
    - a. Gross sales in dollar volume
    - b. Types of product sold
    - c. Prices
    - d. Quantities
    - e. Best-selling items
    - f. Inadequate supplies of certain products
11. Sales data and market day stats

### **B. Tracking Information**

Recording information on a daily basis will provide data to evaluate the effectiveness and success of the farmers' market. Through continual evaluation, market strategies can be adjusted to meet needs.

1. Track consumers. Determine the consumer profile. Knowing the consumer group will help the market determine effective marketing strategies
  - a. Observe the shopper population or an on-site survey
    - i. Older adult/middle age adult/young adult/children – Percentage of age groups represented at a market
    - ii. When do particular groups come to market -- This allows planning of events and what type of events to be held

- iii. What groups are lacking so efforts can be made to get that group to market
- b. Buying averages -- How much does the average consumer purchase per visit
- c. Product popularity -- What products do the consumers look for and track purchases
- d. Buying preferences -- Do consumers buy for immediate consumption or bulk for canning/freezing

Names of vendors

- a. Frequency of each vendor's participation in the market
- b. Types of products each vendor sells
- c. Individual gross sales per market day
- d. Donations for special promotional and/or tasting events
- e. WIC and/or Senior certified
- f. Food Stamp certified
- g. Determine degree of participation and who participated
- h. Record what made the promotion effective or ineffective, i.e., thorough advertising, weather conditions, lack of participation, or lack of interest
- i. Positive results of the promotion or activity
- j. Proposed changes to make the promotion more effective (i.e., problems that arose, other groups to include, etc.)
- k. Weather and its effect on the market's success. Weather conditions should always be included when recording information. The success or failure of a special event or promotion may be directly related to the day's weather rather than the event